

**Please amend the claims as follows:**

1. (currently amended) A system to facilitate consumer shopping in a store facility having store products in a shopping area by enabling shoppers to become more familiar with product locations in the store facility, where a substantial portion of the products are brand name products which comprise one or more of frozen food products, refrigerated food products, food products which are canned, bottled or packaged food products and drug store products and where said products are categorized as:
  - a. products in a plurality of primary location related product categories with the products in each primary location related product category being in a related primary location area of the shopping area;
  - b. products in each primary location related product category which are in turn classified in a plurality of secondary location related product categories, with the products in each secondary location related product category being in a related secondary location area;
  - c. products in at least some of said secondary location related product categories being in subcategories of a related one of the secondary location related product categories;
  - d) a substantial portion of the products in at least some of the primary location related product categories being brand name food products with an overall brand name product appearance including the brand name and any packaging and and/or graphic representations;

said shopping area having a plurality of customer access regions, a substantial portion of which are aisles which are proximate to rows of products in the shopping area and through which customers are able to pass in making product selections from adjacent products which are adjacent to that or in said access regions, each of said access regions being characterized in that adjacent products are classified in one or more of said secondary categories and/or subcategories; said system comprising:

- a) a plurality of display signs, each of which is located in or proximate to a related aisle for viewing by customers at or proximate to that related aisle, each of said display signs having a plurality of brand name product representations of products which are representative of products in its related secondary location related product category or categories or subcategory or subcategories at its related aisle, with the brand name product representations that are on the display sign being representative of a greater number of other products which are generally associated by location with the brand name product representations that are on the display sign and, with a substantial portion of said brand name product representations on said signs comprising trademarks which are registered in the U.S. Patent and Trademark Office;
- b) said display signs being positioned in a substantial shopping area portion of the shopping area and located at or adjacent to a substantial number of aisles in said substantial shopping area portion, such that a customer passing adjacent to or through the aisles in said substantial shopping area portion is able to

view said display signs and associate said brand name product representations as representations that are representative of products in a subcategory and/or a secondary location related product category or categories of the product or products of the brand name product representations.

whereby the customer is better able to identify primary, secondary and/or subcategory locations in the shopping area portions as a guide to seeking products in the substantial shopping area portion where the brand name product representations are located.

2 -4 (canceled)

5.(currently amended) The system as recited in claim 1, further comprising at least one store directory which is visible to customers in the shopping area, said store directory listing identifying names of products, with some of the identifying names also having a [a] brand name product representation which is within the scope of the names of the products listed in the directory.

6. (currently amended) The system as recited in claim 1, wherein there is also at least one display direction sign indicating a direction to a store location or locations and providing identification of the store location or locations by means of a brand name product representation of a brand name product or products that is representative of product or products in that store location or locations.

7. (currently amended) The system as recited in claim 1, wherein there is at least one store directory which [is] comprises a representation of the

shopping area showing various product locations in the ~~store~~ shopping area and identifying at least a portion of ~~these~~ ~~store~~ said product locations by brand name product representations of products to be found at ~~that~~ location said product locations.

8. (currently amended) The system as recited in claim 1, wherein there is a plurality of store directories which are representative of the shopping area showing various product locations in the ~~store~~ shopping area and identifying at least some of these ~~store~~ product locations by brand name product representations of specific products representative of products to be found at that product location, said store directories being printed on a ~~substraight~~ substrate that is portable manually so as to be able to be given as handouts for store information and/or for advertising and/or other purposes in conveying information on the store facility.

9. (canceled)

10. (currently amended) The system as recited in claim 1, wherein there are category signs at spaced locations along at least some of ~~some~~ said aisles displaying brand name product representations which are more specific to product categories at said spaced locations along at least some of said aisle aisles.

11. (currently amended) The system as recited in claim 10, wherein said at least one aisle of said at least some of said aisles, is an aisle at which frozen products are present and located in freezers cabinets.

12. (currently amended) The system as recited in claim 10, wherein the products of said store facility also include "drug store" products, and said category signs are at spaced locations in a section where of the shopping area where the drug store related products are located.

13. (currently amended) The system as recited in claim 1, wherein at least some of said display signs have in addition to the brand name product representations a word or words identifying products and/or categories of products at the related access region.

14. (currently amended) The system as recited in claim 13, wherein said store facility has existing display signs at access regions which display a word or words identifying products and/or categories of products at the access region and the display signs with the brand name product representations are in addition to the word or words that are displayed.

15. (currently amended) The system as recited in claim 1, where wherein there are existing other display signs in the shopping area which display text identifying products and/or product categories, and there these are in addition to said displays that display signs with the brand name product representations ~~a mounting structure by which the display signs having the brand name product representations can be positioned adjacent to a corresponding display sign at the access region.~~